I. To proceed independently, we will have to follow the steps below:

1. File the patent applications - Select a legal advisor that will bear all legal responsibility of the project. These among others include obtaining the patents, defending them, setting up firms and overseeing legal aspects related to raising finance and taking the company public. These services will be paid in kind, i.e. with equity.

2. Form companies that will exploit the patents (offshore companies included) - same legal advisor as above

3. Sign agreements (or exchange equity) with key stakeholders that affect the success of the software, such as:
   - An established strategy consulting firm that specializes in Internet and advertising. It will be responsible to advise the management and Board of Directors and provide key contacts for building synergistic alliances.
   - Major ad agencies that will guarantee the flow of ads and will create publicity for our software. Such a company should develop a strategy for marketing our solution and distributing our software (e.g., by putting it in the CD-ROMs of computer magazines).
   - Major content-providing and content-exchanging websites, such as Wall Street Journal/The Economist and NAPSTER. They will guarantee demand for the software and will be instrumental in creating product acceptance among users.
   - A software company such as Macromedia that has a large installed base of "image-viewing" applets [Flashplayer, Dreamweaver (i.e. the standard software for writing ad banners, etc)]. The principle is that Macromedia will create an upgrade of its existing applet and thus provide us immediately with critical mass. The benefit to them is that they will defend and strengthen their leadership among companies that develop ads. They will be instrumental for integrating in their existing platforms the add-ons that will allow video-content providers to charge users for viewing through their applets.
   - Ideally all the above stakeholders, including the lawyers should be represented on the Board of Directors.

4. Find charity causes (AIDS, human rights, third-world aid funds) and offer them the software for free: they will exploit the software to raise money. At the same time, it will offer easy public acceptance and we will have our software downloaded in the majority of people's computers, before we start to exploit the software commercially (this can be done through NAPSTER as well).

> " to contribute to our cause, please download the required software to view ads. The proceeds of your viewed ads (paid by the advertised companies) will go towards our cause. Press download button below."

We will offer several versions of dowloads:

- a simple one that will (a) just play ads and (b) show Multiple Choice Questions to be selected with mouse (or simply provide a space to type in the answer). Alternatively, viewers will be able to click on a button that will open the advertised company's website but on a new window.
- a more advanced one that on top of the features described above will allow users to provide info to determine what ads to see (a very valuable database) and
- a truly advanced version (larger to download) that will enable people to (a) buy viewing-point credit and (b) provide answers through other peripherals (microphones, stylus, etc)
- for those wishing to upgrade in gradually, updates on the basic version will be available through add-ons

5. Build up a network of websites that base their revenue model on our software (delegate the revenue-collecting task to us and concentrate on content). This network has a great value to browser companies (primarily Netscape, Microsoft's Internet Explorer), ISPs (AOL et al) and portals (Yahoo!, Alta Vista et al). By gaining control over this network they will be able to exclusively command the most interesting part of the internet, content-wise. This is so because only our network's websites will have adequate resources to concentrate on their core competence of providing content)

II. To use the software viewers must:

1. download preferred version of the software
2. describe themselves (anonymously) in order to receive advertisements that are of interest to them. Have their profile codified and have this code dispatched to software's user-database.

Our software's website:

- will receive and store ad banners by ad agencies and advertised companies
- will organize an auction to project banners in block for specific time slots; will provide an online bidding platform for advertisers to buy priority in a specific time zone (not everyone will be filled). There will be different auctions per viewer segment and/or per the theme-function of the website.

III. Expected revenues:

This software application provides a currency that is applicable in all sorts of online activities:

- Queries and searches
- Access to community chat-rooms
- Downloads
- e-commerce
- ISP membership
- online highly interactive activities (such as day-trading and gaming)
- other sort of dispatches and submissions (e-faxes, bill-paying, e-greeting cards, etc)

Today ads cost about $30 per 1,000 impressions with a conversion rate (impressions to clicks) of 100:1. In other words, 100 clicks cost $3. With our software every impression *is* a click-through. If billed at the same rate it means that each projection of ad banner should be charged at $0.30 out of which only 1/15 (6.7%) should go to us: that is, our revenues are $0.02 per impression. I assume that each individual will only see 3 ads in one hour (one every 20 minutes) and that on average users spend an hour-a-day online.

Then, revenues are: 200 Million users x 1 hour/day x 3 ads/hr. x $0.02/ad = $12 million

(Of course, to boost demand we can easily devise systems for people that stay online longer to receive bonuses).

Just for the internet (excluding revenues from interactive-TV and cellular telephony), the above calculation yields $4.32 billion yearly! This is $43.2 billion in 10 years without counting growth.

Along this line of thinking, a 1% stake in this company is worth $430 million.

(No matter what the costs for developing the software are, they cannot exceed a couple of hundred thousand dollars. This yields a return-on- investment (ROI) of 216,000,000%.)